

## Philip Morris USA

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## Health Issues

## Low Tar Cigarettes

## Philip Morris USA's Use of Brand Descriptors

Philip Morris USA frequently describes cigarette brands using terms such as "full flavor," "medium," "mild," "light" and "ultra light." These terms are commonly referred to as "descriptors" and facilitate smokers' ability to distinguish among different product offerings.

Descriptors are generally used as a point of comparison (with respect to attributes such as strength of taste and flavor and tar and nicotine yield as measured by a machine method) for a cigarette brand in order to distinguish it from other brands on the market.

A smoker should not assume that brand descriptors such as "light" or "ultra light" indicate with precision either the actual amount of tar and nicotine inhaled from any particular cigarette, or the relative amount as compared to competing cigarette brands. Some researchers report that smokers of "light" cigarettes inhale as much tar and nicotine as from full-flavor brands. The amount of tar and nicotine inhaled will be higher if, for example, a smoker blocks ventilation holes, inhales more deeply, takes more puffs or smokes more cigarettes.

Philip Morris USA does not imply in its marketing, and smokers should not assume, that lower-yielding brands are "safe" or "safer" than full-flavor brands. Health warnings are required on *all* of our brands, irrespective of their tar and nicotine yields. The Federal Trade Commission (FTC) has stated that "smoking 'low tar' or 'light' cigarettes does not eliminate the health risks of smoking. If you're concerned about the health risks of smoking, stop smoking ... There's no such thing as a safe smoke."

[Read the National Cancer Institute Monograph 13 Press Release](#), which includes a link to the full study: "Risks Associated with Smoking Cigarettes with Low Machine-Measured Yields of Tar and Nicotine."

It is important to remember that, as of today, there is no cigarette

Philip Morris USA is placing an "onsert" for a limited time on every pack of non-full-flavor cigarettes manufactured by the Company.

[Read the "onsert" language>>](#)

A bibliography of additional references.

[View the list>>](#)

## Visit these sites for more info:

- > National Cancer Institute Monograph 13 Press Release, which includes a link to the full study: "Risks Associated with Smoking Cigarettes with Low Machine-Measured Yields of Tar and Nicotine"
- > FTC Consumer Alert! Up In Smoke: The Truth About Tar and Nicotine Ratings
- > Federal Trade

on the market which the public health community endorses as offering "reduced risk." It continues to be the case that, if smokers are concerned about the risks of smoking, quitting is by far their best alternative for reducing those risks.

Because smokers have varying preferences, Philip Morris USA offers products with differing yields of tar and nicotine, as measured by machine methods. We believe that it is appropriate to continue to differentiate our brands on this basis and that descriptors such as "lights," "ultra-lights," "medium" and "mild" help communicate these differences to adult smokers.

[Read more information about understanding tar and nicotine numbers.](#)

Commission Press  
Release: FTC Releases  
Results of "Tar,"  
Nicotine and Carbon  
Monoxide Testing of  
Domestic Cigarettes  
Sold in 1996 and 1997

- > Clearing the Smoke:  
Assessing the Science  
Base for Tobacco Harm  
Reduction -- "Definition  
of Harm Reduction" and  
"History of Efforts to  
Reduce Harm from  
Cigarettes" (Institute of  
Medicine 2001 Report)
- > Centers for Disease  
Control and Prevention:  
Tobacco Products Fact  
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